

**REMARKS**

Initially, in the Office Action dated July 7, 2003, the Examiner rejects claims 1-42 under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,418,138 (Cerf et al.) in view of U.S. Patent No. 6,513,015 (Ogasawara).

By this Amendment, claims 1, 27, 33 and 39 are amended to further clarify the invention. Claims 1-42 remain pending in this application.

**35 U.S.C § 103 rejections**

Claims 1-42 have been rejected under 35 U.S.C. §103(a) as being unpatentable over Cerf et al. in view of Ogasawara. Applicants respectfully traverse these rejections and reassert all arguments submitted in Applicants' previous responses. Further, the deficiencies in Cerf et al. and Ogasawara have been discussed in Applicants' previous responses. However, Applicants submit the following additional remarks.

To help the Examiner understand the novel aspects of present invention, a short description of the invention is considered to be appropriate. According to the present application, a LAN acquires demographic information of customers at a location having mobile terminals and requesting access to network services, wherein the mobile terminal users are reflecting the demographics of customers at the location. In exchange of receiving the demographic information, the LAN provides the mobile terminal an access to the network services. Advertisers can use the demographic information to provide targeted advertising to all customers based on the assumption that at a particular social environment, similar types of people tend to

form groups (see, page 10, line 18 - page 11, line 17). The advertising is displayed at the location for all persons, including the mobile terminal users provided access to the network services to view. Thus, in most general form, demographic information is acquired from customers requesting network services at a LAN location, and targeted advertising is provided and displayed at the location based on the specific acquired demographic information.

Regarding claims 1-42, Applicants submit that neither Cerf et al. nor Ogasawara, taken alone or in any proper combination, disclose suggest or render obvious the limitations in the combination of, inter alia, detecting the presence of a Local Area Network (LAN) providing wireless access to a global communication data network with at least one mobile device at a LAN location. The numerous cited portions of Cerf et al. that the Examiner asserts discloses this limitation merely discloses a wireless radio communications network and how packets are transferred and how mobile units inform each other to become members of the multicast group. Cerf et al. does not disclose or suggest detecting the presence of a local LAN, as recited in the claims of the present application.

Moreover, Cerf et al. does not disclose or suggest forwarding at least part of the demographic information about the user of the at least one mobile device to an advertising server coupled to the LAN. The Examiner asserts that this limitation is disclosed in Cerf et al. at the Abstract, col. 3, lines 37-59, and col. 5, lines 45-56. However, these portions of Cerf et al. merely discloses the proxy server conversion of unicast data packets from the network to multicast data packets to be sent to the

mobile units, the inputting of a hyperlink link at the Internet radio to access a website, and how mobile units inform each other to become members of the multicast group.

None of these portions of Cerf et al. disclose or suggest anything related to demographic information, an advertising server, or forwarding at least part of the demographic information about the user of the at least one mobile device to an advertising server coupled to the LAN, as recited in the claims of the present application.

In addition, neither Cerf et al. nor Ogasawa disclose or suggest providing access to the global communication data network through a gateway of the LAN to the at least one mobile device in response to receiving the demographic information about the user, as recited in the claims of the present application. The Examiner asserts that this limitation is disclosed in Cerf et al. at the Abstract, col. 4, lines 51-67, and col. 5, lines 45-56. However, as noted previously, the Abstract and col. 5 portions merely disclose the proxy server conversion of unicast data packets from the network to multicast data packets to be sent to the mobile units and how mobile units inform each other to become members of the multicast group. The col. 4 portion merely discloses that multicast data packets are transmitted to a group of mobile units. Cerf et al. does not disclose or suggest anything relating to providing access to Internet in exchange of receiving user information. Ogasawara on the teaches customer recognition information, but not using it in exchange of providing access to Internet.

Further, neither Cerf et al. nor Ogasawa disclose or suggest receiving commercial messages from the advertising server, the commercial messages being selected based on the forwarded demographic information of each of the users provided with the access to the global data communication network through the LAN. Again the Examiner asserts that Cerf et al. discloses these limitations in the claims of the present application but cites portions of Cerf et al. that have nothing to do with these limitations, specifically, the Abstract and col. 3, lines 11-27. As has been noted previously, the Abstract does not disclose anything related to commercial messages or demographic information. The col. 3 portion of Cerf et al. merely discloses the devices on the wireless network and how it is configured to receive and transmit multicast data packets. Cerf et al. does not disclose or suggest anything related to providing commercial messages based on demographic information. Ogasawara on the other hand teaches that customers shopping history and personal profile data can be processed and provide promotional item recommendations. Ogasawara does not teach that the recommendations are received from an advertising server and reflect demographics of the users provided with access to the Internet.

Moreover, neither Cerf et al. nor Ogasawa disclose or suggest displaying the received commercial messages on at least one display at the LAN location for viewing by all person at the location including the users provided with the access to the global data communication network through the LAN. Ogasawara teaches that

promotional item recommendations may be displayed but not that the recommendations are for viewing by all of the persons at the location.

The Examiner admits that Cerf et al. does not disclose or suggest anything related to receiving demographic information of a user of a mobile device. Ogasawara merely discloses a system for customer recognition. This is not demographic information. Further, Ogasawa does not disclose or suggest anything related to forwarding at least part of the demographic information to an advertising server, as recited in the claims of the present application.

Accordingly Applicants submit that neither Cerf et al. nor Ogasawa, taken alone or in any proper combination, disclose suggest or render obvious the limitations in the combination of each of claims 1-42 of the present application. Applicants respectfully request that these rejections be withdrawn and that these claims be allowed.

In view of the foregoing amendments and remarks, Applicants submit that claims 1-42 are now in condition for allowance. Accordingly, early allowance of such is respectfully requested.

U.S. Application No. 09/750,772

To the extent necessary, Applicants petition for an extension of time under 37 CFR 1.136. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, or credit any overpayment of fees, to the deposit account of Antonelli, Terry, Stout & Kraus, LLP, Deposit Account No. 01-2135 (referencing attorney docket no. 0171.38896X00).

Respectfully submitted,

ANTONELLI, TERRY, STOUT & KRAUS, LLP



---

Frederick D. Bailey  
Registration No. 42,282

FDB/sdb  
(703) 312-6600